



DEPARTMENT OF THE ARMY  
UNITED STATES ARMY GARRISON VICENZA  
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IMEU-VIC-PAI

25 SEP 2008

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: U.S. Army Garrison Vicenza Policy Memorandum 08-31, Implementation of Interactive Customer Evaluation (ICE)

1. This memorandum supersedes U.S. Army Garrison Vicenza Policy Memorandum 06-03, Garrison Policy Memorandum, Implementation of Interactive Customer Evaluation (ICE) dated 19 September 2005.
2. Reference, DOD ICE website: [http://ice.disa.mil/index.cfm?fa=ice\\_main](http://ice.disa.mil/index.cfm?fa=ice_main).
3. PURPOSE. This memorandum defines the U.S. Army Garrison Vicenza policy for the Interactive Customer Evaluation (ICE) program for all organizations and units assigned to the Vicenza military community.
4. The Interactive Customer Evaluation (ICE) system is a web-based tool that collects feedback on services provided by various organizations throughout the Department of Defense (DoD). The ICE system allows customers to submit online comment cards to rate the service providers they have encountered at military installations and related facilities around the world. It is designed to improve customer service by allowing managers to monitor the satisfaction levels of services provided through reports and customer comments. ICE provides the following benefits:
  - (a) Allows DoD customers to quickly and easily provide feedback to service provider managers.
  - (b) Gives leadership timely data on service quality.
  - (c) Allows managers to benchmark the performance of their service providers against other DoD organizations.
  - (d) Encourages communication across organizations by comparing best practices to increase performance results.
  - (e) Saves money.

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5. At Army installations, a Service Provider Manager (SPM) is assigned to manage the ICE program and work with service providers. The SPM responsibilities reside with the Plans, Analysis and Integration Office (PAIO). The ICE data is used to complement other customer-feedback systems such as the Installation Management Command's Organizational Self Assessment and Customer Management Services. Access to the ICE website is:

[http://ice.disa.mil/index.cfm?fa=ice\\_main](http://ice.disa.mil/index.cfm?fa=ice_main).

6. Point of Contact for this memorandum is the USAG Vicenza PAIO at DSN (314) 634-6164, US Commercial 011-39-0444-71-6164.



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